



WXLV-TV  
3600 Myer Lee Dr  
Winston Salem, NC 27101

Waterfront Strategies  
3050 K St NW  
#100  
Washington, DC 20007

# Contract # 2655242

**Schedule Dates** 10/07/16-10/13/16  
**Advertiser** American Federation of State County & Municipal I  
**Agency** Waterfront Strategies (7591)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** TV (105655)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Mike Furman,  
**Phone/Fax** /  
**CPE** 121/128/5552  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** TV  
RACHEL CHASON/VYONNE CONTE

**Date Entered** 10/05/16  
**Last Modified** 10/05/16  
**Entered By** Lisa Carter  
**CO-OP** No  
**Headline #** ECR25324605  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$740.25  
**Net Total** \$4,194.75  
**Sales Tax**

| Greensboro (WXLV)   |           |                   |
|---------------------|-----------|-------------------|
| Broadcast Month     | Spots     | Rate              |
| Oct. 2016           | 16        | \$4,935.00        |
| <b>Grand Total:</b> | <b>16</b> | <b>\$4,935.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                                 | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate     | Total    | Station           | Comments              | Entered |
|------|--------------------------------|-------------------|-----|--------|---|-----|----|----|----|----|----|----|----|-------|----------|----------|-------------------|-----------------------|---------|
| 1.0  | Normal Line / SPOT (1)         | 10/10/16-10/13/16 | 1   | :30    | 7A- ABC-Good Morning America              | 1   | X  | X  | X  | X  |    |    |    | 1     | \$240.00 | \$240.00 | Greensboro (WXLV) | Good Morning America  | 10/5/16 |
| 2.0  | Normal Line / SPOT (2)         | 10/10/16-10/13/16 | 2   | :30    | 9A- Dr Phil 2                             | 1   | X  | X  | X  | X  |    |    |    | 1     | \$80.00  | \$80.00  | Greensboro (WXLV) | Dr. Phil              | 10/5/16 |
| 3.0  | Normal Line / SPOT (3)         | 10/10/16-10/13/16 | 2   | :30    | 10:58-25A- ABC-The View                   | 2   | X  | X  | X  | X  |    |    |    | 2     | \$160.00 | \$320.00 | Greensboro (WXLV) | The View              | 10/5/16 |
| 4.0  | Normal Line / SPOT (4)         | 10/10/16-10/13/16 | 1   | :30    | 2P- ABC-General Hospital                  | 2   | X  | X  | X  | X  |    |    |    | 2     | \$190.00 | \$380.00 | Greensboro (WXLV) | General Hospital      | 10/5/16 |
| 5.0  | Normal Line / SPOT (5)         | 10/10/16-10/13/16 | 1   | :30    | 3P- Dr Phil                               | 1   | X  | X  | X  | X  |    |    |    | 1     | \$215.00 | \$215.00 | Greensboro (WXLV) | Dr. Phil              | 10/5/16 |
| 6.0  | Normal Line / SPOT (6)         | 10/10/16-10/13/16 | 1   | :30    | 4P- Harry Connick                         | 2   | X  | X  | X  | X  |    |    |    | 2     | \$240.00 | \$480.00 | Greensboro (WXLV) | HARRY                 | 10/5/16 |
| 7.0  | Normal Line / SPOT (7)         | 10/10/16-10/13/16 | 1   | :30    | 5P- Peoples Court                         | 1   | X  | X  | X  | X  |    |    |    | 1     | \$200.00 | \$200.00 | Greensboro (WXLV) | Peoples Court         | 10/5/16 |
| 8.0  | Normal Line / News (8)         | 10/09/16-10/09/16 | 2   | :30    | 6:28-45P- ABC-World News Tonight (Sunday) |     |    |    |    |    |    |    | 1  | 1     | \$200.00 | \$200.00 | Greensboro (WXLV) | ABC World News Sunday | 10/5/16 |
| 9.0  | Normal Line / SPOT (9)         | 10/10/16-10/13/16 | 2   | :30    | 7P- Family Feud                           | 1   | X  | X  | X  | X  |    |    |    | 1     | \$475.00 | \$475.00 | Greensboro (WXLV) | Family Feud           | 10/5/16 |
| 10.0 | Normal Line / SPOT (10)        | 10/10/16-10/13/16 | 2   | :30    | 7:28-30P- Family Feud B                   | 1   | X  | X  | X  | X  |    |    |    | 1     | \$525.00 | \$525.00 | Greensboro (WXLV) | Family Feud           | 10/5/16 |
| 11.0 | Normal Line / SPOT (11)        | 10/07/16-10/07/16 | 2   | :30    | 11:35P- ABC-Jimmy Kimmel Live             |     |    |    |    |    |    | 1  |    | 1     | \$80.00  | \$80.00  | Greensboro (WXLV) | Jimmy Kimmel Live     | 10/5/16 |
| 12.0 | Normal Line / SPOT (12)        | 10/10/16-10/13/16 | 2   | :30    | 12:37A- ABC-Nightline                     | 1   | X  | X  | X  | X  |    |    |    | 1     | \$40.00  | \$40.00  | Greensboro (WXLV) | Nightline             | 10/5/16 |

## CONFIRMATION CONTRACT

|                             |       |                   |          |           |
|-----------------------------|-------|-------------------|----------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date:    | Comments: |
|                             |       | Alison Alden      | 10-21-17 |           |

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://stage1.wpxi.com/terms> to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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|----------------|---|---------------|-------------|
| Schedule Dates | 10/07/16-10/13/16                                 | Date Entered  | 10/05/16    |
| Advertiser     | American Federation of State County & Municipal I | Last Modified | 10/05/16    |
| Agency         | Waterfront Strategies (7591)                      | Entered By    | Lisa Carter |
| Product        | POLITICAL ISSUE (ns) (1187)                       | CO-OP         | No          |
| Brand          | TV (105655)                                       | Headline #    | ECR25324605 |
| Salesperson    | Millennium/DC, Washington DC (1108)               | Demo          |             |
| Sales Office   | Millennium Washington DC                          | Order Type    | Normal      |
| Buyer Name     | Mike Furman,                                      | Package Deal  |             |
| Phone/Fax      | /   | Commission %  | 15.00       |
| CPE            | 121/128/5552                                      | Commission    | \$740.25    |
| Account Types  | National/Political Issue Agency BRD               | Net Total     | \$4,194.75  |
| Billing Type   | Weekly/Irregular                                  | Sales Tax     |             |
| Comments       | TV<br>RACHEL CHASON/YVONNE CONTE                  |               |             |

| Greensboro (WXLV)  |       |            |
|--------------------|-------|------------|
| By Broadcast Month | Spots | Rate       |
| Oct. 2016          | 16    | \$4,935.00 |
| Grand Total:       | 16    | \$4,935.00 |

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| Line  | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                                    | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station           | Comments                   | Entered |
|---|--------------------------------|-------------------|-----|--------|--|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------|----------------------------|---------|
| 13.0  | Normal Line / Prime (13)       | 10/10/16-10/10/16 | 2   | :30    | 7:57-56P ABC-Dancing With The Stars (Monday) | 1   |    |    |    |    |    |    |    | 1     | \$1,700.00 | \$1,700.00 | Greensboro (WXLV) | Dancing With the Stars-ABC | 10/5/16 |
| Accepted-Agency/Advertiser: _____ Date: _____       |                                |                   |     |        |  |     |    |    |    |    |    |    |    |       |            |            |                   |                            |         |
| Accepted-Station: _____ Date: _____ Comments: _____ |                                |                   |     |        |  |     |    |    |    |    |    |    |    |       |            |            |                   |                            |         |

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

|                              |              |
|------------------------------|--------------|
| <b>Station and Location:</b> | <b>Date:</b> |
|------------------------------|--------------|

I, Spencer Wood  
do hereby request station time concerning the following issue:

AFSCME

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| As Ordered       |                                  |      |       |                |                 |

**Total Charges:**

This broadcast time will be used by: AFSCME

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**
☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

AFSCME      202-234-6506      WASH, DC  
 1724 Kalorama Road NW, Suite 200      20009

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

*Seth Johnson*  
*Political Director*

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7/20/12      *[Signature]*      202-338-8700  
 Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted      ☐ Accepted in Part      ☐ Rejected

*Allison Aldred*      *Allison Aldred*      *DA*  
 Signature      Printed Name      Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

| Broadcast Length  | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|-------------------|----------------------------------|------|-------|----------------|-----------------|
| <i>As Ordered</i> |                                  |      |       |                |                 |

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.**